

DATE	FEBRUARY 27, 1998
DIRECTIVE	OLDER WORKER BULLETIN 98-7
TO	ALL SENIOR COMMUNITY SERVICE EMPLOYMENT PROGRAM (SCSEP) SPONSORS
SUBJECT	NATIONAL OLDER WORKERS EMPLOYMENT WEEK 1998

1. **PURPOSE:** To announce the designation of March 8 through March 14, 1998, as "National Older Workers Employment Week," and to encourage SCSEP sponsors to take advantage of the opportunity to actively promote the employment of older workers during that week.

2. **BACKGROUND:** The SCSEP sponsors and State Employment Security Agencies (SESAs), along with the American Legion, have traditionally provided the local leadership for celebrating "National Older Workers Employment Week." The week provides the opportunity to focus on the many positive contributions that older workers in general, and SCSEP enrollees in particular, have made in the past as well as those that they will make in the future.

This year, President Clinton has signed a Proclamation declaring "National Older Workers Employment Week" to be March 8 through March 14, 1998, again demonstrating the Administration's continued commitment to the employment of older workers.

3. **PRIME TIME AWARDS:** Green Thumb, Inc., with participation of the U.S. Department of Labor, Employment and Training Administration, and the U.S. Department of Health and Human Services, Administration on Aging, will hold a "Prime Time Awards" ceremony at the White House Visitors Center on Thursday March 12, 1998 to honor outstanding achievements of older workers representing all fifty States and U.S. territories. During this awards ceremony Green Thumb will also honor America's oldest worker.

The President's signed proclamation and posters prepared by Green Thumb for the Department, for "National Older Workers Employment Week," will be sent to you under separate cover. The Department encourages you to use these as you plan your activities to celebrate "National Older Workers Employment Week."

4. **ACTION REQUIRED:** SCSEP sponsors should:

(A) Distribute copies of the attached Proclamation to their local offices and program sponsors so that they are received prior to March 8;

(B) Promote efforts to educate employers on the benefits of hiring and retaining older workers;

(C) Undertake efforts to recognize the contributions made by older workers, and to facilitate and promote their continued participation in the workforce, e.g., through job fairs, Older Worker luncheons, newspaper releases, and radio and TV broadcasts emphasizing the contributions of successful older workers;

(D) Coordinate with SESAs and their local offices, One-Stop career centers and with Job Training Partnership Act State Liaisons and Service Delivery Areas. The Governor's office and other SCSEP sponsors should work together to further foster community efforts to recognize, promote and celebrate older workers in the States and local communities; and

(E) Share examples of products developed and successful experiences which may be helpful to others in the future.

5. **INQUIRIES:** Questions should be directed to your Federal Representative at (202) 219-5904.

ATTACHMENT	Proclamation signed by President Clinton
-------------------	--

ERICH W. ("RIC") LARISCH

Chief

Division of Older Worker Programs

ANNA W. GODDARD

Director

Office of National Programs

TDNO:DRichardson/MJ/2-19-98/Rm.N4644/219-5904

cc: Goddard/Larisch/Richardson/Files-DOWP:BULLETINS.98